ENCOMPASS-CX

Customer Experience Management (CXM)
Maturity Assessment Test

Minimize complexity and increase visibility.
Put your B2B on the path to success using the
Encompass-CX Maturity Model.

CXM Maturity Assessment Test

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QUESTIONS	A (0 pts)	B (1 pt)	C (2 pts)	D (3 pts)	POINTS
1. Do you have a structured process for collecting client feedback?	No process exists.	Feedback is collected ad hoc but not documented.	Informal process exists but is inconsistent.	Formal, structured process consistently followed.	
2. Are customer interactions primarily reactive or proactive?	Entirely reactive; no proactive measures.	Mostly reactive, with occasional proactive efforts.	Mix of reactive and proactive interactions.	Primarily proactive; systems anticipate issues.	
3. Do account teams consistently use best practices for client interactions?	No, there's no formal guidance or training.	Best practices discussed but not consistently applied.	Best practices defined, followed in some cases.	Best practices well-defined and consistently followed.	
4. Have you documented the customer journey and client processes?	No documentation.	Some processes documented but incomplete.	Customer journey and processes mostly documented.	Journey and all processes fully documented.	
5. Do you have feedback loops in place between account teams and clients?	No feedback loops.	Some feedback shared informally.	Feedback loops exist but inconsistently used.	Feedback loops formalized and consistently used.	
6. Are customer interaction processes standardized across the organization?	No standardization exists.	Standardization exists in some areas.	Most processes standardized but not fully cohesive.	All processes fully standardized and cohesive.	
7. Is customer feedback data transformed into actionable solutions?	No actionable steps taken.	Some feedback informs actions inconsistently.	Feedback regularly informs improvements.	Feedback systematically drives actionable solutions.	
8. Do you use predictive modeling or advanced technologies to enhance CX?	No predictive modeling or advanced tools.	Tools used occasionally but not consistently.	Tools integrated into some CX processes.	Predictive modeling and tools fully integrated.	
9. Are CX strategies refined and integrated into key business decisions?	CX not considered in decision-making.	CX strategies occasionally influence decisions.	CX strategies regularly influence decisions.	CX strategies central to decision-making.	
10. Is there a dedicated team or resources for CX initiatives?	No team/resources exist.	Some resources exist; no dedicated team.	Team/resources exist but not fully utilized.	Dedicated, fully functional CX team exists.	

Scoring and Results

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1. Add up the points for each question. Record your Total Points.

2. Match your Total Score to a CXM Maturity Stage.

TOTAL SCORE

TOTAL SCORE	DESCRIPTION	MATURITY STAGE
0–10	Processes are unpredictable and reactive; CX lacks structure.	Chaotic
11–20	Basic CX processes exist but are inconsistent and not fully defined.	Repeatable
21–30	Customer journeys and processes are documented; feedback loops are emerging.	Defined
31–40	Processes are standardized and data drives actionable CX improvements.	Measured
41–50	CX strategies are advanced, predictive, and deeply integrated into decisions.	Optimized

Next Steps

(0–10) **Chaotic**	(11–20) **Repeatable**	(21–30) **Defined**	(31–40) **Measured**	(41–50) **Optimized**
Focus on establishing basic CX processes and collecting consistent feedback.	Work on standardizing processes and building feedback loops.	Expand documentation, integrate data analysis, and strengthen client relationships.	Use feedback data systematically and refine standardized process.	Innovate with advanced tools and predictive analytics; CX should drive business strategy.

A Message from the Encompass-CX Founder

I hope this Maturity Assessment brings clarity into where you are as a company in the 5 Stages of Maturity.

Encompass-CX is on a mission to help companies go beyond customer satisfaction to power a greater customer experience. It's not about your organizational challenges, because really, every company has them. It's about treating your buyers, not as average scores, but as individuals

Learn how you can drive targeted client relationships with the use of our all-in-one CXM Tool.

Check out our website at www.encompass-cx.com

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Ready to Drive **Targeted**
Client Relationships with Encompass-CX?

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